

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (original): A method for comparing different ad
2 landing pages, the method comprising:
3 a) for an ad to be served, selecting one of a plurality of
4 candidate ad landing pages;
5 b) assembling the ad to include a link to the selected ad
6 landing page;
7 c) serving the assembled ad; and
8 d) tracking, on a per ad landing page basis, a performance
9 of the ad.

1 Claim 2 (original): The method of claim 1 wherein the act of
2 selecting one of a plurality of candidate ad landing pages is
3 performed in a round-robin manner.

1 Claim 3 (original): The method of claim 1 wherein the act of
2 selecting one of a plurality of candidate ad landing pages is
3 performed using a random selection function.

1 Claim 4 (original): The method of claim 1 wherein the
2 performance of the ad tracked is at least one of conversion per
3 impression performance, conversion per selection performance,
4 sales per ad selection, sales per ad impression, earnings per ad
5 selection, and earnings per ad impression.

1 Claim 5 (original): The method of claim 1 further comprising:
2 e) determining whether or not to designate one of the
3 plurality of candidate ad landing pages using their
4 respective performance and an auto-designation policy; and

5 f) designating the one of the plurality of candidate ad
6 landing pages if it was determined to designate it.

1 Claim 6 (original): The method of claim 5 wherein the
2 performance of the ad tracked is at least one of conversion per
3 impression performance, conversion per selection performance,
4 sales per ad selection, sales per ad impression, earnings per ad
5 selection, and earnings per ad impression.

1 Claim 7 (original): The method of claim 1 further comprising:
2 e) accepting a request for performance information; and
3 f) providing the per landing page performance information
4 to the requester.

1 Claim 8 (original): The method of claim 7 wherein the per
2 landing page performance provided is at least one of conversion
3 per impression performance, conversion per selection
4 performance, sales per ad selection, sales per ad impression,
5 earnings per ad selection, and earnings per ad impression.

1 Claim 9 (original): The method of claim 1 further comprising:
2 e) accepting a manual ad landing page designation
3 instruction; and
4 f) designating one of the plurality of candidate ad
5 landing pages using the manual ad landing page designation
6 instruction.

1 Claim 10 (original): The method of claim 9 wherein the
2 performance of the ad tracked is at least one of conversion per
3 impression performance, conversion per selection performance,
4 sales per ad selection, sales per ad impression, earnings per ad
5 selection, and earnings per ad impression.

1 Claim 11 (original): The method of claim 1 further comprising:
2 e) normalizing the per ad landing page ad performance to
3 remove ad landing page independent factors that may
4 influence the ad performance.

1 Claim 12 (original): The method of claim 1 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 13 (currently amended): A method for comparing different
2 {ad landing page, ad creative} combinations, the method
3 comprising:

4 a) for an ad to be served, selecting one of a plurality of
5 candidate {ad landing page, ad creative} combinations, at
6 least some of the combinations including different ad
7 landing pages;
8 b) assembling the ad to include the selected ad creative
9 and the selected ad landing page of the selected {ad
10 landing page, ad creative} combination;
11 c) serving the assembled ad; and
12 d) tracking, on a per {ad landing page, ad creative}
13 combination basis, a performance of the ad.

1 Claim 14 (original): The method of claim 13 wherein the
2 performance of the ad tracked is at least one of conversion
3 performance, sales per ad selection, sales per ad impression,
4 earnings per ad selection, and earnings per ad impression.

1 Claim 15 (original): The method of claim 13 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 16 (currently amended): A method for comparing different
2 {ad landing page, ad serving criteria} combinations, the method
3 comprising:
4 a) for an ad to be served, selecting one of a plurality of
5 candidate {ad landing page, ad serving criteria}
6 combinations, at least some of the combinations including
7 different ad landing pages;
8 b) assembling the ad to include the selected ad landing
9 page of the selected {ad landing page, ad serving criteria}
10 combination;
11 c) serving the assembled ad; and
12 d) tracking, on a per {ad landing page, ad serving
13 criteria} combination basis, a performance of the ad.

1 Claim 17 (original): The method of claim 16 wherein the
2 performance of the ad tracked is at least one of conversion
3 performance, sales per ad selection, sales per ad impression,
4 earnings per ad selection, and earnings per ad impression.

1 Claim 18 (original): The method of claim 16 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services

5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 19 (original): A method for comparing different types of
2 ad landing pages, the method comprising:
3 a) for an ad to be served, selecting one of a plurality of
4 candidate ad landing pages, wherein each of the plurality
5 of candidate ad landing pages has a different type;
6 b) assembling the ad to include the selected ad landing
7 page;
8 c) serving the assembled ad; and
9 d) tracking, on a per ad landing page type basis, a
10 performance of a set of ads.

1 Claim 20 (original): The method of claim 19 wherein the
2 different types of ad landing pages have different formatting
3 styles.

Claims 21-27 (canceled)

1 Claim 28 (original): Apparatus for comparing different ad
2 landing pages, the apparatus comprising:
3 a) means for selecting one of a plurality of candidate ad
4 landing pages for an ad to be served;
5 b) means for assembling the ad to include a link to the
6 selected ad landing page;
7 c) means for serving the assembled ad; and
8 d) means for tracking, on a per ad landing page basis, a
9 performance of the ad.

1 Claim 29 (original): The apparatus of claim 28 wherein the
2 means for selecting one of a plurality of candidate ad landing
3 pages performs the selection in a round-robin manner.

1 Claim 30 (original): The apparatus of claim 28 wherein the
2 means for selecting one of a plurality of candidate ad landing
3 pages performs the selection using a random selection function.

1 Claim 31 (original): The apparatus of claim 28 wherein the
2 performance of the ad tracked is at least one of conversion per
3 impression performance, conversion per selection performance,
4 sales per ad selection, sales per ad impression, earnings per ad
5 selection, and earnings per ad impression.

1 Claim 32 (original): The apparatus of claim 28 further
2 comprising:

3 e) means for determining whether or not to designate one
4 of the plurality of candidate ad landing pages using their
5 respective performance and an auto-designation policy; and
6 f) means for designating the one of the plurality of
7 candidate ad landing pages if it was determined to
8 designate it.

1 Claim 33 (original): The apparatus of claim 32 wherein the
2 performance of the ad tracked is at least one of conversion per
3 impression performance, conversion per selection performance,
4 sales per ad selection, sales per ad impression, earnings per ad
5 selection, and earnings per ad impression.

1 Claim 34 (original): The apparatus of claim 28 further
2 comprising:

- 3 e) means for accepting a request for performance
4 information; and
5 f) means for providing the per landing page performance
6 information to the requester.

1 Claim 35 (original): The apparatus of claim 34 wherein the per
2 landing page performance provided is at least one of conversion
3 per impression performance, conversion per selection
4 performance, sales per ad selection, sales per ad impression,
5 earnings per ad selection, and earnings per ad impression.

1 Claim 36 (original): The apparatus of claim 28 further
2 comprising:

- 3 e) means for accepting a manual ad landing page
4 designation instruction; and
5 f) means for designating one of the plurality of candidate
6 ad landing pages using the manual ad landing page
7 designation instruction.

1 Claim 37 (original): The apparatus of claim 36 wherein the
2 performance of the ad tracked is at least one of conversion per
3 impression performance, conversion per selection performance,
4 sales per ad selection, sales per ad impression, earnings per ad
5 selection, and earnings per ad impression.

1 Claim 38 (original): The apparatus of claim 28 further
2 comprising:

- 3 e) means for normalizing the per ad landing page ad
4 performance to remove ad landing page independent factors
5 that may influence the ad performance.

1 Claim 39 (original): The apparatus of claim 28 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 40 (currently amended): Apparatus for comparing
2 different {ad landing page, ad creative} combinations, the
3 apparatus comprising:
4 a) means for selecting one of a plurality of candidate {ad
5 landing page, ad creative} combinations for an ad to be
6 served, at least some of the combinations including
7 different ad landing pages;
8 b) means for assembling the ad to include the selected ad
9 creative and the selected ad landing page of the selected
10 {ad landing page, ad creative} combination;
11 c) means for serving the assembled ad; and
12 d) means for tracking, on a per {ad landing page, ad
13 creative} combination basis, a performance of the ad.

1 Claim 41 (original): The apparatus of claim 40 wherein the
2 performance of the ad tracked is at least one of conversion
3 performance, sales per ad selection, sales per ad impression,
4 earnings per ad selection, and earnings per ad impression.

1 Claim 42 (original): The apparatus of claim 40 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different

6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 43 (currently amended): Apparatus for comparing
2 different {ad landing page, ad serving criteria} combinations,
3 the apparatus comprising:

4 a) means for selecting one of a plurality of candidate {ad
5 landing page, ad serving criteria} combinations for an ad
6 to be served, at least some of the combinations including
7 different ad landing pages;

8 b) means for assembling the ad to include the selected ad
9 landing page of the selected {ad landing page, ad serving
10 criteria} combination;

11 c) means for serving the assembled ad; and

12 d) means for tracking, on a per {ad landing page, ad
13 serving criteria} combination basis, a performance of the
14 ad.

1 Claim 44 (original): The apparatus of claim 43 wherein the
2 performance of the ad tracked is at least one of conversion
3 performance, sales per ad selection, sales per ad impression,
4 earnings per ad selection, and earnings per ad impression.

1 Claim 45 (original): The apparatus of claim 43 wherein the
2 plurality of candidate ad landing pages are different in at
3 least one of the following (A) different information, (B)
4 different products offered for sale, (C) different services
5 offered for sale, (D) different product prices, (E) different
6 service prices, (F) different formatting, and (G) different
7 shipping charges.

1 Claim 46 (original): Apparatus for comparing different types
2 of ad landing pages, the apparatus comprising:
3 a) means for selecting one of a plurality of candidate ad
4 landing pages, wherein each of the plurality of candidate
5 ad landing pages has a different type, for an ad to be
6 served;
7 b) means for assembling the ad to include the selected ad
8 landing page;
9 c) means for serving the assembled ad; and
10 d) means for tracking, on a per ad landing page type
11 basis, a performance of a set of ads.

1 Claim 47 (original): The apparatus of claim 46 wherein the
2 different types of ad landing pages have different formatting
3 styles.

Claims 48-54 (canceled)